

Order / Rev: 720907
 Alt Order #: 06364753
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Carmona,R/ D/ DSCC Senate
 Product Desc: DSCC/CARMONA 10/9-10/15, 2012
 Estimate: 1990
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KPNX	10/12/12	10/12/12	Fri Prime A Grimm	CM	658-8p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$2,000.00		0.00			
7	KPNX	10/15/12	10/15/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$4,500.00		0.00			
E 8	KPNX	10/13/12	10/13/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
SATURDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$250.00		0.00			
9	KPNX	10/14/12	10/14/12	1105pm-1205xm 1105p Extra (Sun)	CM	1105pm-1205xm	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
EXTRA WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$100.00		0.00			
E 10	KPNX	10/14/12	10/14/12	NFL Regular Season Fo NFL Regular Season F	CM	Various (5:30 PM-8:30 PM)	-----S	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
FOOTBALL- rr per mike															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$7,500.00		0.00			
E 11	KPNX	10/14/12	10/14/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
12 NEWS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$250.00		0.00			
12	KPNX	10/14/12	10/14/12	Local Prime Special 12News Connecting Ar	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$2,000.00		0.00			
E 13	KPNX	10/11/12	10/11/12	Thu Prime B 30 Rock/Up All Night	CM	8-9p	---T---	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
30 ROCK/UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$1,600.00		0.00			
E 14	KPNX	10/09/12	10/15/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
12 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTFSS					3	\$1,200.00		0.00			
E 15	KPNX	10/09/12	10/09/12	Tue Prime C Parenthood	CM	9-10p	-T-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
GO ON/THE NEW NORMAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$2,500.00		0.00			
													Totals	17	\$25,900.00
*Tax 1 Note: Tax 0.5%.															

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